

Message Text

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E.O. 11652: N/A

TAGS: BEXP, AS

SUBJ: SPECIAL TRADE OPPORTUNITY (SYDNEY 0194)

FRANCHISE FOR SOFTDRINK CONCENTRATES

REF: A-4119

1. MICRO INDUSTRIES IS SEEKING A U.S. FRANCHISE FOR CONCENTRATED SOFTDRINK MIXES. IT IS A MEDIUM-SIZED AGGRESSIVE COMPANY OF PRECISION ENGINEERS SPECIALIZING IN THE MANUFACTURE OF SPECIAL PURPOSE MACHINERY, PACKAGING MACHINES, FILLING AND CAPPING MACHINES FOR THE FOOD INDUSTRIES. THE COMPANY IS TRADING PROFITABLY WITH BRANCHES IN ADELAIDE AND MELBOURNE, AND IS CONSIDERED TO BE CAPABLE MANAGED BY EXPERIENCED AND RELIABLE DIRECTORS.

2. MICRO INDUSTRIES HAS STUDIED LOCAL CONDITIONS AND FEELS REAL NEED EXISTS FOR BOOSTING PRESENT STYLE AND AVAILABILITY OF CONCENTRATED MIXES. AS OPPOSED TO THE ALREADY HIGHLY DEVELOPED AND COMPETITIVE FIZZY SOFTDRINK MARKET, CONCENTRATED SOFTDRINKS ARE INFERIOR IN QUALITY, NEGLECTED IN SUPPLY AND LIMITED IN CHOICE.

3. COMPANY IS INTERESTED IN:

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A. CONCENTRATED LIQUID FRUIT DRINK FORMULA,

FIZZY OR FLAT;

AND/OR

B. INSTANT SOFTDRINK TABLETS, FIZZY OR FLAT

(TABLETS ARE TOTALLY UNAVAILABLE LOCALLY);

C. FLAVORS OF LEMON, ORANGE, FRUIT CUP AND
OTHER POPULAR NEW U.S. MIXES, INCLUDING COLA;

D. NORMAL, LOW-CALORIE AND DIABETIC PREPARATIONS
ARE EQUALLY DESIRED.

4. POST CONCURS IN COMPANYS OPTIMISTIC OUTLOOK FOR
SUCCESSFUL MARKETING OF THIS PRODUCT. THE DEMAND
IS EXPECTED TO INCREASE AND REMAIN STEADY WITH NEW
FORMULA, ESPECIALLY IN VIEW OF RECENT GOVERNMENT
DECISION TO WITHDRAW FREE MILK SUPPLY FROM ALL
AUSTRALIAN SCHOOLS. MICRO INDUSTRIES BELIEVE A
FRANCHISE WOULD BE THE IDEAL PACKAGE-ARRANGEMENT
NECESSARY TO LAUNCH A NEW PRODUCT, INCLUDING MARKETING
TOOLS SUCH AS ADVERTISING, LOGOS, ETC.

5. INTERESTED U.S. COMPANIES SHOULD CONTACT:

MR. KENNETH S. EADY, MARKETING DIRECTOR
MICRO INDUSTRIES
2 WIBLEN ST, SILVERWATER, NSW 2141 AUSTRALIA
CABLE MICROIND, SYDNEY; TEL 648-1841.

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